

spectra

104



Alliances – opportunities and limitations

2 Enjoy life to the full, with no regrets

"No regrets" is the slogan of the new campaign to combat HIV/AIDS and other sexually transmitted infections. It is a pledge to the carefree enjoyment of life, to self-respect, personal responsibility and thus safer sex. The aim is to persuade as many people as possible to take the pledge, and thus initiate a nationwide movement committed to a pleasurable, but safe, love-life. This time round, the posters will not feature models but authentic couples displaying genuine passion.

2 Advertising bans are effective

Ubiquitous beers sponsors at music festivals, sexy cigarette commercials at the cinema, comic advertising films going viral on Youtube: compared with other European countries, the tobacco and alcohol industries in Switzerland have an easy time when it comes to bringing their promotional messages to their target publics by legal means. However, studies show that the more widely young people are confronted with advertisements for tobacco products or alcoholic beverages, the more likely they are to start smoking and drinking. Or put another way: bans on the advertising of tobacco and alcohol protect public health.

4 Help for addictive gamblers

New game, new misfortune: around three percent of Switzerland's population is unable to resist the temptations of chance and fall victim to addictive gambling. If family members are included, then gambling affects about one fifth of people living in Switzerland. Gambling is a recognised mental disorder associated with serious consequences such as debt, social isolation and suicide. The introduction of a new Gambling Act is an opportunity to strengthen prevention efforts in this field.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Home Affairs FDHA
Federal Office of Public Health FOPH



SET AN EXAMPLE. Wear the LOVE LIFE ring and show the world that you support the manifesto, that you love your life – and that you do everything you can to make sure that you never have any regrets. Additional manifestos and rings are available at lovelife.ch

LOVE LIFE was created by:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Home Affairs FDHA
Federal Office of Public Health FOPH

SANTÉ SEXUELLE Suisse
SEXUELLE GESUNDHEIT Schweiz
SALUTE SESSUALE Svizzera



AIDS-HILFE SCHWEIZ
AIDE SUISSE CONTRE LE SIDA
AIUTO AIDS SVIZZERO

Advertising ban fo

Lead article. Advertising persuades children and adolescents to take a positive view of alcohol and tobacco. It makes little difference whether or not the advertising message is aimed directly at them. Full-scale bans on advertising are politically controversial, but – if combined with other measures – they would afford better protection against the subtle influences and clever advertising strategies of tobacco and alcohol producers. In Switzerland, producers are subject to fewer restrictions than in other European countries.

The research findings largely concur: advertising seduces young people into drinking alcoholic beverages. Advertising of alcohol increases the probability that young people will start drinking and that those who already do so will drink more. According to a study carried out by the Addiction Research Institute in 2004, young people who had responded more positively to alcohol advertising at the age of 18 were stronger drinkers at 21 and reported more alcohol-related acts of aggression. A connection between advertising and adolescent consumption has also been noted in a large number of studies relating to tobacco products. And it made no difference whether they were aware of the advertising or not. Adolescents who are more exposed to cigarette advertising tend to start smoking earlier than those who are unaware, or only slightly aware, of tobacco advertising.

The lure of the adult world

Present-day advertising restrictions primarily serve to protect young people. In their current form, however, they are of only limited value. Mandatory or voluntary commitments by producers not to target young people directly in their alcohol or tobacco marketing but to aim it only at adults are largely ineffective. Even if young people do not feature in the advertising, it communicates emotions and a sense of adult life that adolescents perceive as worth emulating. As they develop their own identities, they become very responsive to the signals and symbols of adulthood. Far from protecting young people, "adult-focused advertising" makes tobacco and alcohol products even more attractive to them. Producers of alcohol and tobacco products in Switzerland nevertheless behave very largely in compliance with the law with regard to advertising and youth protection. Any nationwide restrictions apply primarily to TV and radio advertising. Producers nowadays are simply shifting their marketing activities increasingly to areas where they still have some leeway, for instance sponsorship.

No sponsorship without clear protection of young people

Sponsorship of sports events and music festivals is widespread in Switzerland, and it is particularly in this area that the

"Ne regrette rien!"

"LOVE LIFE" campaign 2014. As if inspired by Edith Piaf: just like the French chanson singer's great song, the new "LOVE LIFE" campaign comes across as passionate, authentic and life-affirming.

As communicated in the slogan "No regrets", the new "LOVE LIFE" campaign calls for life to be enjoyed to the full, rich in passion and adventure, but with no regrets – thanks to condoms.

A pledge to the carefree enjoyment of life

The aim of the campaign is to make safer sex more attractive than unprotected sex. It involves starting up a "LOVE LIFE – no regrets" movement in which as many people as possible pledge a commitment to the carefree enjoyment of life. There are three points to the pledge:

- I love my life. I owe this to myself.
- I love my body. I therefore protect it.
- I have no regrets. Because I take care.

Pledge and participate

Anybody can sign up to the pledge, order a pink pledge ring or other pledge article and thus participate actively in the movement by visiting the campaign website www.lovelife.ch. But the most important, even key, participation element in the campaign is the public cast-

ing call (see box) for volunteers for the new campaign, which aims to show authentic sensuality from authentic lovers in Switzerland. The movement will be supported, commented on and documented by a "lovelifenoregrets" blog on the website.

HIV and STIs still concern us all

HIV has not been hitting the headlines in recent years. Effective therapies have made the virus less frightening. Good news though this is, there is a downside to it: people are gradually forgetting the risk of contracting HIV and other sexually transmitted infections. Many no longer perceive HIV as a topic of rele-

vance to them and regard it as a problem that affects "the others". However, HIV and STIs continue to concern each and every one of us. The main aim of the campaign is therefore to restore awareness of the topic's relevance to us all and to improve compliance with safer sex practices in the general public. And it will do this not by pointing an accusing finger but with a "thumbs up" for an enjoyable, carefree love life.

Contact: Norina Schwendener,
Campaigns Section,
norina.schwendener@bag.admin.ch



#LOVE LIFENO REGRETS

Public casting call for photography

Couples and singles who are willing to express their passion in front of a camera are being sought for the subjects of the new campaign. Participants must be at least 18 years of age. Older people also welcome. Whether heterosexual or LGBT (lesbian, gay, bisexual and trans), single or a couple, is irrelevant. The subjects will be photographed by the well-known fashion and art photographer Diana Scheunemann. Information & application on www.lovelife.ch

Credits - No. 104, May 2014

«spectra – Prevention and Health Promotion» is a newsletter of the Federal Office of Public Health published six times a year in German, French and English. Some of the views expressed in it may diverge from the official stance of the Federal Office of Public Health.

Published by: Federal Office of Public Health,
CH-3003 Berne, tel. +41 31 323 87 79,
fax +41 31 324 90 33

Produced by: Pressebüro Christoph Hoigné
Allmendstrasse 24, CH-3014 Berne
christoph.hoigne@la-cappella.ch
Head of Editorial Board: Adrian Kammer,
adrian.kammer@bag.admin.ch

Contributors: FOPH, Christoph Hoigné
Translation: BMP Translations AG, Basel
Photos: FOPH, Christoph Hoigné, iStockphoto
Layout: Lebrecht typ-o-grafik, 3006 Berne
Printed by: Bütiger AG, 4562 Biberist
Print-run: German: 6400, French: 3400,
English: 1050

Individual issues and free subscriptions to «spectra» can be ordered from: GEWA, Alpenstrasse 58,
Postfach, 3052 Zollikofen, tel. +41 31 919 13 13,
fax +41 31 919 13 14, service@gewa.ch

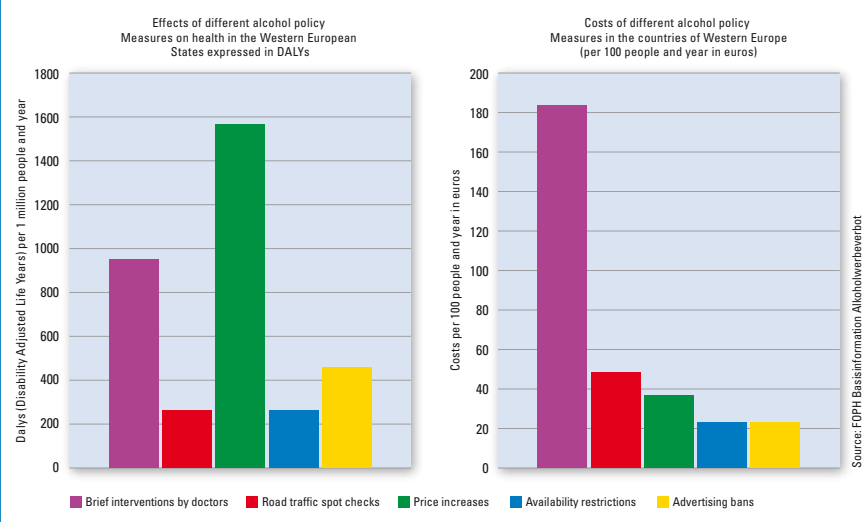
Next issue: July 2014

www.spectra.bag.admin.ch

Alcohol and tobacco products protects public health

At first hand

Alcohol prevention



law is largely ineffective with regard to youth protection. Such events are attended by thousands of young people. At football or ice-hockey matches for instance, beer producers in particular have very direct, legal access to their target public – adolescents and young men. These are the population group most likely to develop harmful patterns of alcohol use. This means that they are also the group to which the alcohol industry owes a large portion of its profits. In terms of health policy, the application of stringent youth-protection conditions and special prevention measures for groups at particular risk at such sponsored events could bring about an improvement.

Hard to control: online advertising

The steady growth of advertising on the Internet, the youth medium par excellence, is also at odds with considerations of youth protection but not with the applicable law. In 2010, producers of alcoholic beverages spent just under 284 million francs on classic online advertising such as banners and search engine marketing, compared with 155 million in 2008. The Internet also provides the tobacco industry with a new advertising platform that is hard to control. On the one hand, it directly confronts young people with advertise-

ments for alcohol or cigarettes or with the presence of producers. On the other, it enables the young people themselves to become advertisers: the possibilities offered by the Internet and the principles underlying it empower them to create their own content or pass content on to others. With a view to protecting young people, the new Tobacco Products Act aims to regulate this area more unequivocally and prohibit online advertising of tobacco products in future.

Bans on advertising tobacco products: other countries go further than Switzerland

Switzerland is among the European countries with the weakest national legislation concerning bans on tobacco advertising. Together with Germany and Bulgaria, it is one of the few countries that do not impose any nationwide restrictions on outdoor advertising of tobacco products. This form of advertising is prohibited in all other European countries. As regards advertising of tobacco products in print media, Switzerland enjoys the unique distinction of being the only country in Europe that has not yet introduced any restrictions at a national level.

Admittedly, fifteen cantons impose more stringent restrictions than the Federal Government's minimum standards. But

how effective can bans on advertising really be if they apply only at the cantonal level and therefore to relatively small geographical areas? The new Tobacco Products Act will compel tobacco advertisers to satisfy a minimum set of requirements that take youth protection considerations into account.

Ireland, Norway, the UK and Finland are considered to have the strictest laws banning tobacco advertising. They have prohibited all forms of tobacco advertising, including display of the products at the point of sale. Tobacco products must not be seen and therefore have to be stored under the counter, for instance.

International recommendations

The WHO includes marketing restrictions as an important measure in the recommendations of the "European Action Plan to Reduce the Harmful Use of Alcohol 2012–2020". Alongside the traditional media, the new marketing channels represent a particular challenge to youth protection.

The "WHO Framework Convention on Tobacco Control (FCTC)" is a major tool in global efforts to reduce smoking. A total of 177 countries, including the 27 EU member states, have ratified it to date. Switzerland signed up to it in 2004. Ratification of the Convention requires changes to the law, particularly to the regulations governing tobacco advertising and sponsorship, and the introduction of a ban on the sale of tobacco products to minors (under 18). These requirements will be taken into account in the new Tobacco Products Act, which is about to be submitted to the consultation process and is expected take effect around 2018.

Structural measures are cheaper and more effective

Numerous studies show that structural prevention measures such as taxation, availability restrictions and advertising bans are more effective than measures that focus on individuals (behavioural prevention). Advertising bans are also among the less costly prevention-policy measures and are particularly effective when they cover the entire marketing process. Various studies have, for instance, found that a comprehensive ban on alcohol marketing can lower per capita consumption by an average of 5 to 8 percent. Thus, anybody interested in genuinely protecting young people will support bans on the advertising of products that are harmful to health.

Contact: Roy Salveter,
Joint Head of National Prevention
Programmes Division,
roy.salveter@bag.admin.ch

As we all know, living healthily is not always easy – and it takes energy to do so. Promoting health is a complex undertaking. But how can people be motivated to lead healthier lives while preserving their personal freedom? Answers are to be found in the definition of public health as formulated by Winslow in 1920 and modified by Acheson in 1988 – a definition that has lost none of its topicality over the years: public health "is the science and art of preventing disease, prolonging life and promoting physical health and efficiency through organised community efforts."

Three elements in this definition are particularly interesting. The first is science: all activities must be based on sound scientific principles and best practice. The second is art: public health – just like art – requires creativity in the pursuit of new solutions for an ever-changing and developing environment. The third element is organised community efforts: a comprehensive community-based approach requires the promotion of cooperation between different sectors and the establishment of innovative partnerships.

In the context of the Swiss Nutrition and Physical Activity Programme, we have launched numerous activities involving cross-sector cooperation at the national level. Examples include our 2009 launch of the "actionsanté" initiative, which currently involves 18 partners from industry who have made a voluntary commitment to help consumers arrive at healthy choices. It is a dialogue with business, based on concrete measures. A second example is the start of the FOPH's cooperation with Health Promotion Switzerland and the Swiss National Accident Fund SUVA early in 2013 to enable activities promoting corporate health to be coordinated at a national level. With their joint strategy and joint tools, the three institutions promote the implementation of interventions in four areas of corporate health: ergonomics, physical activity, nutrition and stress.

These examples illustrate the current demand for coordinated global approaches by cross-sector and interdisciplinary teams in health promotion and prevention. But whatever action is taken, we must never forget that the individual must always be the focus of our efforts.



Alberto Marcacci
Head of Nutrition and Physical Activity
Section
Federal Office of Public Health

Voluntary ban

New types of solutions based on good will are currently being tried out in other fields: in 2010, leading Swiss brand manufacturers voluntarily pledged not to advertise food products to children under 12. An exception is made for products that fulfil specific nutrition criteria based on scientifically accepted dietary guidelines. A total of 13 companies are currently participating in the programme: Coop, Coca-Cola, Danone, Intersnack, Kellogg, Mars, McDonald's, Mondelez, Nestlé, PepsiCo, Procter & Gamble, Unilever and Zweifel Pomy-Chips. Swiss Pledge partners are also partners of the "actionsanté" initiative launched by the Federal Office of Public Health (FOPH).

The idea behind the Swiss Pledge programme is based on comparable EU programmes (EU Pledge). The future will show whether the companies comply with the minimum criteria and whether additional food producers can be persuaded to take part. From the viewpoint of public health, this would be a small but important step in the right direction.

For further information: www.swiss-pledge.ch or www.actionsante.ch

Help for people who gamble excessively

Preventing addictive gambling.

Addictive gambling, or gambling disorder, is a growing social problem. In Switzerland, about three percent of the population, i. e. some 250,000 people, are directly affected; if family members are included, then approximately one fifth of the inhabitants of our country suffer from the consequences of excessive gambling behaviour. The new Article 106 of the Swiss Constitution empowers the Swiss government to set up a comprehensive legal framework for regulating gambling – creating an opportunity for a key shift in prevention policy. But will the opportunity be grasped?

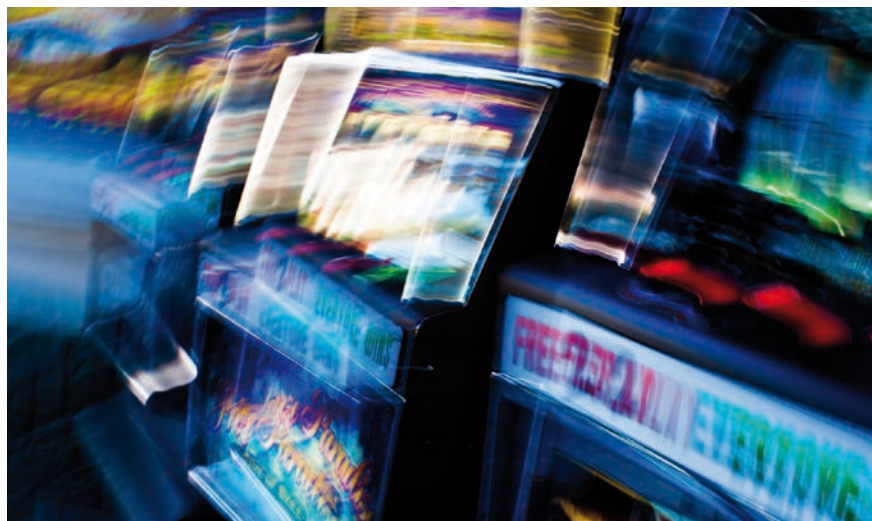
Addictive gambling is a recognised mental disorder. In the standard work, "Diagnostic and Statistical Manual of Mental Disorders (DSM-5)", "pathological gambling" has been renamed "gambling disorder" and reclassified from an "impulse control disorder" to a "substance-related and addictive disorder". A state that permits gambling also has a duty to protect society and individuals from the negative consequences of excessive gambling behaviour.

Isolation, suicide and consequential social costs

The effects of addictive gambling on individuals and their environment are similar to those of other forms of addiction. Gambling addicts therefore often suffer from an additional mental disorder such as depression or they exhibit symptoms of stress, and many are suicidal: about one third of those who seek counselling refer to suicidal ideation. A study performed in Canada concludes that around five percent of successful suicides are due to gambling disorder. Extrapolated to Switzerland, this would account for 50 to 100 suicides a year. Compared with the rest of the population, addictive or problem gamblers are also associated with a much higher prevalence of harmful substance use: about 60 percent of them smoke, 40 percent drink to excess and four percent use illegal substances.

Besides its effects on health, addictive gambling often causes far-reaching social problems. Debt is a particularly significant concern for gamblers. Around 17 percent of problem gamblers declare private bankruptcy. For many individuals, pathological gambling often causes conflicts with their environment (separation, divorce, discord at work) and leads to growing social isolation. Pathological gamblers suffer from depression and stress and feel shame, guilt and hopelessness.

Young people and men are more at risk of indulging in problem gambling or of becoming addicted to it. Various studies point to a correlation with lower social status. And in the last three years a number of cantons have registered an increase in the number of inquiries from



individuals addicted to gambling.

According to a 2012 study by the University of Neuchâtel's Institute of Economic Research, the overall social costs resulting from addictive gambling amount to between 545 and 658 million francs a year.

A market with growth potential

The gambling (also referred to as gaming) market is expanding rapidly. Gross gambling revenue has tripled over the last ten years. In 2012, Swiss casinos generated earnings of around 957 million francs, while lotteries and betting generated 910 million. Some 320 million francs from casino gambling revenues were channelled to the AHV (Old Age, Survivors' and Invalidity Insurance), while the cantons (through cantonal lottery funds) used the earnings from lotteries to support sports, cultural and social projects and events. Studies from other countries conclude that around a third of gross gambling revenues stem from addicted players, even though they account for only 4 percent of customers.

The new Gambling Act will authorise online games in Switzerland as well as improving coordination of lotteries and casinos. Developments abroad show that a vast market in online games is opening up, causing major problems for both the licensing authority and prevention efforts. It is also potentiating the risk of addiction. Unlimited availability of games on smartphones for under-18s as well as for adults makes it difficult for individuals to set themselves limits. And game providers have hardly any means of identifying players who are at risk of developing a gambling addiction or becoming hugely indebted as a result of excessive gambling behaviour.

New legal basis

The Gambling Act is based on Article 106 of the Swiss Constitution and will replace the respective Lottery and Casino Acts. Lotteries and betting are currently regulated under the Lottery Act and are subject to cantonal jurisdiction. Cantonal supervision is exercised through the Conference of Cantonal Ministers Responsible for the Lottery Market and Lottery Act (FDKL), while li-

cences are granted through Comlot (Lottery and Betting Commission). Gambling revenues are channelled into the cantonal lottery funds with which the cantons support cultural, sports and social events and projects. At the present time, 0.5 percent of these revenues is earmarked for prevention, early identification and treatment of addictive gambling. Casinos are regulated under the Casino Act. Supervision is the responsibility of the Swiss Federal Gaming Board, which grants licences to class A and B casinos to operate gambling facilities. The earnings of the casinos are channelled in large part to the AHV and (in the case of B casinos) to the cantons in which they are located. No problem-gambling levy is raised from the casinos, though operators are obliged to take measures aimed at the prevention and early identification of addictive gambling.

In compliance with Article 106 in the Swiss Constitution, i.e. "ensure that appropriate protection is provided through legislation and supervisory measures and in doing so ... take account of the different characteristics of the games and the form and location of the gambling opportunity offered", the new Act will provide for the deployment of an independent commission of experts to advise the bodies implementing this law, i.e. the cantons, game operators and prevention and treatment specialists. In addition, the commission will draw up recommendations on early identification of addictive behaviour, monitor national and international developments concerning all aspects of addictive gambling and keep the Swiss government and the cantons regularly informed on its activities. Furthermore, the game operators' obligation to take preventive measures against addictive gambling will continue to be enshrined in the law.

Conference on addictive gambling

A conference on the topic of addictive gambling was held in Neuchâtel from 15 to 17 January 2014. The following flashpoints emerged from the internationally oriented presentations and workshops: Basic conflicts of interest exist: game operators strive to maximise their earn-

ings while players in the social and health sectors want to prevent individuals from becoming addicted to gambling and to protect society from the negative consequences of excessive gambling behaviour. Conclusion: there needs to be closer cooperation between gambling licensees and the health authorities. This means that prevention has to be a key condition for games to be authorised, and the health and social-service authorities must be involved in the selection of games offered.

Besides more effective integration of prevention in the licensing process, there will have to be an improvement in the interaction between research and practice in the next few years. Particularly because gambling addiction has such varied consequences, many questions need to be answered with regard to the options for action from the viewpoint of both public health and social security.

Four-pillar policy also applies to gambling disorder

The future development of efforts to prevent addictive gambling could, it is generally felt, build on the experience Switzerland has gained with the harm reduction approach on abuse of psychoactive substances. The interplay of prevention, harm reduction, treatment and – with regard to gambling – targeted restrictions on permitted games is considered to be the best solution for protecting players from the risks associated with gambling and for controlling addictive gambling. However, adequate resources will have to be made available, for only then can effective and efficient prevention and treatment measures be guaranteed. The problem-gambling levy currently applied will certainly have to be retained, and consideration could also be given to levying a similar charge on casino gambling revenues.

Last but not least, it is considered essential that the knowledge bases of the game operators and the supervisory authorities should be made accessible to prevention and research workers. Only then can optimum cooperation between the players and research into addictive gambling and how it develops be guaranteed. This exchange is not considered to function adequately at present; in particular, game operators derive too little benefit from addiction and prevention specialists' knowledge.

When the Casino Act was approved in 1998, thereby authorising gambling casinos in Switzerland for the first time, great importance was attached to prevention. The coming political debate will show whether that is still the case in 2014 and whether protection of players will also be a prime concern in relation to the newly permitted online games.

Contact: Astrid Wüthrich,
Coordination Platform
concerning Drugs and Addiction,
astrid.wuethrich@bag.admin.ch